



# ICIA

INDIANA CROP  
IMPROVEMENT  
ASSOCIATION

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# Game talk.

by Mike Davis, President ICIA

Indiana Crop Improvement Association is enjoying another excellent year in its lab and contract work. Quality and purity concerns within the industry are keeping the lab busy. Auditing and compliance issues requiring independent evaluation continue to drive revenues in field scouting and evaluation. All these activities augur well for the Association.

Plans for the 2012 Corn Belt Seed Conference are being finalized. As usual, the forum presents a blend of motivation, technical information and a macro view of our industry. It promises to be a very strong agenda.

This year the Wednesday session is devoted to exploring options in social media: from Facebook, Twitter, Linked-In to newer portals for communication. How companies choose to embrace this technology will impact communication both within their corporate structures and externally to customers, suppliers, potential employees and anyone capable of influencing the image of any given organization. This will be a hands-on session for both management and the people charged with administering the social networking technology. The workshop will benefit those just getting started with ideas. It will benefit those with advanced networks to evaluate the effectiveness of their current usage and opportunities to expand the reach of the technology.

Currently the organization has the wind at its back. In order to continue to enjoy solid growth and long term viability, it is important to take a strategic view of the future. As such, the Board of Directors is working with the management and staff at ICIA to make sure the organization is on a path that is sustainable long-term. Components of that plan include a commitment to provide clarity to customers and employees about the role of the organization and respective roles within the organization, maintain strong ties with Purdue University, and to continually engage in meaningful communication with customers and stakeholders.

These are challenges worth pursuing. We wish you a successful and enjoyable holiday season.

Let's get back into the game.

## Upcoming events

**January 17-19, 2012**

IPSA  
Westin Downtown Hotel  
Indianapolis, IN

**January 21-24, 2012**

ASTA Vegetable & Flower  
Seed Conference  
Tampa Marriott Waterside Hotel  
Tampa, FL

**February 9 -10, 2012**

Corn Belt Seed Conference  
Marriott North, Indianapolis, IN

**March 14, 2012**

Illinois-Indiana Seed Conditioning Workshop  
Champaign, IL

**April 25 - 26, 2012**

AOSCA Northern Region Meeting  
Brookings, SD

**May 20 - 24, 2012**

AOSA/SCST Annual Meeting  
DesMoines, IA



A handwritten signature of Mike Davis in black ink.

Mike Davis, AgVenture D&M  
Kentland, IN

# Beans, Wheat and...People!

Featuring ICIA board member Bryan Gerard

ICIA Board member Bryan Gerard is the President of JGL, Inc. a family owned and operated seed genetics licensing company, currently focused on licensing soybean and wheat genetics to the seed industry. Bryan and his brother Greg, Chief Executive Officer at JGL, did not enter the business with any background in agriculture. Their father, John Gerard, started the business in 1982 to license soybean and wheat varieties to seed companies, mainly in the eastern US Corn Belt. However, that regional focus did not last long, especially after 1992 when both brothers had joined the business. Bryan started with JGL as a licensing executive focused on creating a soybean business in the northern region of the Corn Belt. Today, JGL licenses varieties to 100+ seed companies, and conducts business in more than 10 countries and 3 continents. In 2000 when Bryan accepted the role of President, he became more engaged in the strategic planning and overall management of the organization. Together with his brother and father, he couldn't ask for a better work environment, "We absolutely love doing business together."

Bryan and his wife Robin, who is an accomplished pianist and works in the music library at DePauw University, have two sons in high school, AJ a senior and Adam a freshman, who keep them very busy! Bryan is an active basketball coach – it could be called his second job, but he can't imagine not being involved in it. When he's not "on the clock,"

he indulges in his other hobbies such as fishing, traveling, history and people. Bryan's responsibilities with JGL and his current role as Vice Chair of the Field Crops section of ISF afford him ample opportunities for traveling internationally. "I always book in extra time when I travel; being a total history buff I cannot pass up the chance my travels give me to really dig in to the stories and structures of the past in each destination."

Bryan calls himself a total people person, one of his favorite pastimes is simply talking with people, getting to know them – he believes that you can learn a lot from people through taking the time to really get to know them.

This personality trait has been conducive to the success of JGL. Both Bryan and Greg are very involved in industry associations. They have both served as chairmen of multiple committees in ASTA and other state and regional associations, along with Bryan's involvement on behalf of ASTA at ISF. Most recently Bryan joined the ICIA Board of Directors in February 2011.

Bryan was honored to be nominated for a director position on the ICIA Board but also felt he would bring the value of a different perspective to the group. Gerard said, "most of my business focus is outside the state of Indiana, so not only can I share insights from how things are going in other regions, but I

have the opportunity to hear from my peers the status of the seed business in Indiana."

"I plan to make the most of my time on the ICIA Board and hope I can play a positive role in the success of the association. The people and dynamics of this industry make it so incredible to be a part of...in my lifetime some exciting things have taken place and there is so much more to come. I look forward to playing my role in the future of the seed business, even if small, as we strive to feed, fuel and clothe a growing world population."



Bryan Gerard,  
President, JGL, Inc.

## 26th Annual Illinois/Indiana Seed Conditioning Workshop

Mark your calendars to attend the Seed Conditioning workshop on March 14, 2012. The 2012 workshop will be held in Champaign, Illinois. The Illinois and Indiana Crop Improvement Associations co-sponsor the workshop which rotates locations every other year. The workshop program targets those individuals working in the conditioning plants, both new and veteran employees.

# Today's High-Tech Communication leaving you Lost in Translation?

## Attend the Communication Between Generations Clinic

The Communication Clinic will be held the day prior to the Corn Belt Seed Conference as a stand-alone session open to anyone interested in learning more about the various methods of communication within the marketplace. Wednesday's program will feature a lineup of experts including four from marketing firms right here in Indiana, a Web specialist from Purdue University and a Marketing Communications Manager with a Regional Seed Company. The topics covered can apply to any size company regardless of their industry segment or technical savvy. The speakers will describe the attributes of each communication method allowing attendees to make their own call about which ones are the right "fit" for your organization.

### Websites

Ron Brumbarger of Bitwise Solutions in Indianapolis will kick off the day by breaking down the ever present website challenges that the industry faces in "Developing a Focused Web Strategy." Once you have a website, then comes the "what do I do with it now" question? Alex

Jimenez also with Bitwise Solutions will bring some answers with "Content Management Systems: Finding the right tool for your website." To be followed by Purdue Agriculture Communications Web Team Lead, Wright Frazier who will help attendees become more familiar with how to get the most out of the copy on your website with Search Engine Optimization.

### Social Media

Ryan Parkin, Marketing Communications Manager at Becks Hybrids has some surprises in store to share with the group about the latest marketing campaigns they are working on and some of the success they have seen with social media tools thus far.

Outbound versus Inbound marketing methods....Keith Austin from Better Merchants will clarify the

difference between these two methods of communicating with your target audience and the benefits of each.

### How can you communicate your brand? Let's count the ways...

To wrap up the day, Ross Tanner, Account Executive with Dearing Group, will summarize the many communication methods available to businesses today and the ways to deliver your brand message clearly and effectively.

Sponsored by



# Corn Belt Seed Conference Raises Bar to Deliver Value-Packed Program.

The Corn Belt Seed Conference is once again “powered” by the Indiana Seed Trade Association (ISTA) and the Indiana Crop Improvement Association (ICIA). This 3rd annual joint meeting will be one of the largest seed meetings in the Midwest.

The 2012 conference, set for February 9-10, will return to the Indianapolis Marriott North Hotel in the Keystone area of the Circle City. It has won top awards for customer service and meeting accommodations. This year’s program features nationally known speakers addressing cutting edge topics; educational workshops; commercial exhibitors; social networking; and more.

## Wednesday February 9

This year, we are excited to present a day of learning about the ever expanding world of electronic communication. Our program title, “Lost in Translation; Communication Between Generations” sets the stage for a program geared to all audiences. The topics will cover social media, exact targeting and web strategies. It should provide value for marketers, office personnel and owners and managers. At 3:00, ASTA will host a town hall meeting to gather feedback on issues that are important to our segment of the seed industry. At 4:30 PM, a hosted social hour will be held in the exhibit area. The social hour provides an excellent opportunity for everyone present to unwind, and to talk with colleagues and the exhibitors. (See the detailed information about the social media workshop elsewhere in this issue.)

## Thursday February 10

The first day of the Corn Belt Seed Conference offers a lineup of speakers and topics you don’t want to miss. Keeping with tradition, Dr. Jay Akridge, Dean of the Purdue College of Agriculture, provides the opening presentation for the conference. One of the big issues in our world today is food safety. A portion of the morning session looks at “Food Safety – Farm to Fork”. Along with other noted presenters, we are pleased to have Frank Reich, wide receivers coach for the Indianapolis Colts and former professional football quarterback speak to us about “Relentless Pursuit”. In light of the season the Colts are having this should be an interesting presentation.

Thursday afternoon offers four diverse workshops. One segment of the corn workshop will be on corn populations and the other on rootworm resistance. The soybean workshop will have three presentations on herbicide issues and new herbicide products. Post patent products and recruiting and retaining talent for your business will comprise the other two afternoon workshops. Two workshops will run concurrently from 1:30 to 3:00 and another two from 3:30 to 5:00.

## Friday February 11

A 7:30 breakfast features the ICIA and ISTA annual business meetings – and greetings and an update from Andy LaVigne, CEO of the American Seed Trade Association.

The Friday morning main program begins at 9:15 with a discussion on the new Farm Bill. National and local perspectives will be presented. For conference meeting registration information, hotel room registration

and detailed program information, visit the meeting website at [www.cbsconference.org](http://www.cbsconference.org).

### *In Memoriam*

Tony Beavers  
October 30, 2011  
Niccum Seed

# Harvesting Opportunities.

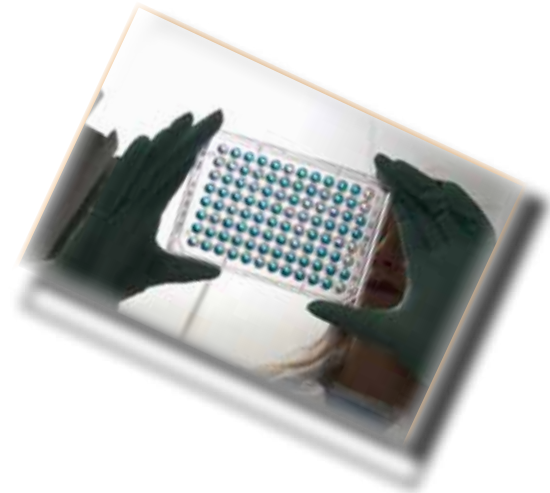
Harvest arrived early this fall and with that, it has been all hands on deck at the ICIA laboratories located in Lafayette, IN.

Melissa Crull, one of ICIA's part-time lab technician's is ready to assist during the busy season. She began working part-time in the ICIA labs in 2008 while devoting her time as a stay-at-home mom after moving to the Lafayette area from her hometown of Kinsman, OH. Melissa hit the ground running; she has been an asset to ICIA labs and even provided her assistance in accounting when called upon. Melissa was eager to have the opportunity to return to work, while keeping her family as priority. "ICIA is a great company; they are family oriented, this was key in my decision to return to work." She is able to dedicate her time to the testing lab, while having the flexibility to maintain her family's busy schedule.

## Family Values

The Crull household is always buzzing with activities. She relies heavily on her Blackberry to keep schedules organized, and with four children, Caitlyn 15, Cassidy 12, Conner 10 and Jordan 9, it requires organization! Melissa and her husband Doug will often split their time between baseball, basketball, wrestling, scouts, dance, cheerleading and academic events. "We encourage each of our children to put themselves out there – to be involved and see new opportunities." Melissa is passionate about family and providing continuity for her children. When not lending a hand in the ICIA labs, she is devoted to investing her time in meeting the needs of her family. "In my efforts to build a strong family – I want our kids to know material things are not important." Instilling values is on the forefront of her to-do list and she utilizes community service as her blackboard. "It is important to give back in your community," whether helping to supply a food pantry or sending clothing to disaster areas - these are small things that make a big difference.

Like most, Melissa and her family enjoy taking a break from busy schedules. When summer arrives they spend time together camping and fishing on Raccoon Lake. This summer they will take in one of Florida's favorite family destinations and experience Disney World.



## ICIA Labs Soar on Proficiency Testing

On an annual basis, the ICIA genetics and conventional seed labs participate in proficiency testing for the major trait providers. This exercise ensures that the labs and technicians reading the tests are performing to standard. This fall the genetics lab completed proficiency testing for Monsanto for the RR and RR2Y traits. We are now able to screen soybeans for these traits by PCR. The genetics lab also completed testing for Syngenta. We re-passed ELISA testing for CRW604 (AgriSure Root Worm) and Cry1ab (AgriSure and YieldGuard Corn Borer). This year we passed a new ELISA proficiency test for MIR162 (Viptera 3111). The conventional lab also participated in two proficiency tests for Syngenta. We passed the Liberty rolled towel test as well as the GT (Round-up) kimpak test for corn. Participating in proficiency tests for the trait providers is not only a requirement but also part of ICIA's commitment to providing quality testing services to our customers. ICIA completes proficiency testing for all major trait providers and USDA GIPSA.

# Seed Quality Update

Soybean quality is averaging around 94% to date with the number of samples tested. We are experiencing normal moistures with only a few lots slightly below normal. Seed size is close to the normal size. We suggest keeping the handling of soybean lots to a minimum during conditioning especially during cold weather conditions. The sand test germ average is around 92%.

Corn quality is quite good averaging around 96% to date. A few early lab samples this season are exhibiting symptoms of diplodia. We have also seen a few lots exhibiting bread mold but those lots are still running with a germ that is in the 90's even with the moldy conditions.

A reminder: With the increasing number of available tests for corn samples, it is important that the samples sent have a sufficient amount of seed especially for trait testing. Please email Kevin Seward [seward@indianacrop.org](mailto:seward@indianacrop.org) or Susan Dadacz [dadacz@indianacrop.org](mailto:dadacz@indianacrop.org) at the ICIA lab when we can be of help.

## Soybean Averages

Warm Germ	93.9%
Cold Test	93.2%
Sand	92.2%
Accelerated Aging	92.6%

## Corn Averages

Warm Germ	96.1%
Cold Test	91.4%



# 2012 Corn Belt Seed Conference Exhibitors

## Ag Printers

**American-Newlong**

**ASTA**

**Bayer CropScience**

**BeckerUnderwood**

**Bratney Companies**

**Buhler-Sortex**

**Buskirk Engineering**

**Design Graphics Group**

**Direct Enterprises**

**Fumigation Service & Supply**

**Greenleaf Genetics**

**Greif Packaging**

**Krauter Solutions**

**Long Brothers**

**Midco Enterprises**

**Novozymes BioAg**

**O'Mara Ag Services**

**Precision Laboratories**

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**Syngenta**

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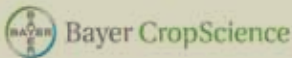
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